

1. A method comprising:

displaying a representation of a customizable merchandise  
item on a marketing screen, the screen having at least one  
response field for customer data and at least one response  
5 field for a customization option;

receiving selection data from the customer, the selection  
data usable for manufacturing the item;

updating the displayed representation based on the  
selection data; and

10 receiving a customer response, the response representing  
customer data.

2. The method of claim 1, further comprising:

manufacturing the merchandise item based on the selection  
15 data; and

delivering the item based on the response data, wherein  
at least one of the manufacture and delivery of the  
merchandise item is performed at no cost to the customer.

20 3. The method of claim 2, wherein before displaying the  
marketing screen, the customer selects an entry point into the  
marketing screen.

4. The method of claim 2, wherein before presenting the marketing screen the customer achieves a specified performance level.

5           5. The method of claim 2, wherein the selection data includes an indication of at least one of a content, a configuration, a size and a color of the item.

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10           6. The method of claim 2, wherein the merchandise item comprises an apparel item.

15           7. The method of claim 6, wherein the apparel item includes at least one temporary covering, wherein at least one of the apparel item or the temporary covering is manufactured based on the selection data.

          8. The method of claim 6, wherein the apparel item includes a removable greeting card attached to the apparel item.

20           9. The method of claim 5, further comprising:  
          charging a business for collecting at least one of the response data and the selection data.

10. The method of claim 2, further comprising:  
charging a business for at least one of the manufacture  
and the delivery of the item.

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11. The method of claim 1, further comprising:  
charging the customer for at least one of a manufacture  
and a delivery of the merchandise item.

10 12. The method of claim 11, further comprising:  
collecting the customer charge before manufacturing and  
delivering the item.

15 13. The method of claim 2, further comprising:  
specifying a minimum amount of response data required  
from the customer before manufacturing or delivering the item.

20 14. The method of claim 2, wherein the marketing screen  
comprises an executable program performed on a computer  
processor.

15. The method of claim 14, wherein the program comprises  
a game.

16. The method of claim 14, wherein the marketing screen comprises a displayed web-page, the responses and the selections being responses to regions on the web-page.

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17. The method of claim 13, wherein the marketing screen comprises a printed document, the customer providing responses and selections by filling in blank sections on the document.

10 18. An article comprising a machine-readable medium that stores machine-executable instructions for collection customer data, the instructions causing a machine to:

15 display a representation of a customizable merchandise item on a marketing screen, the screen having at least one response field for customer data and at least one response field for a customization option;

obtain selection data from the customer, the selection data usable for manufacturing the item;

20 update the displayed representation based on the selection data; and

obtain a customer response, the response representing customer data.

19. The article of claim 18, wherein the the merchandise  
item is manufactured based on the selection data and delivered  
based on the response data, and wherein at least one of the  
manufacture and delivery of the merchandise item is performed  
5 at no cost to the customer.

20. The article of claim 19, wherein before displaying  
the marketing screen, the customer selects an entry point into  
the marketing screen or achieves a specified performance  
10 level.

21. The article of claim 20, wherein the selection data  
includes an indication of at least one of a content, a  
configuration, a size and a color of the item.

22. The article of claim 21, further comprising  
instruction causing a machine to:

charge a business for collecting at least one of the  
response data and the selection data.

23. The article of claim 19, further comprising  
instructions causing a machine to:

charge a business for at least one of the manufacture and the delivery of the item.

24. The article of claim 18, further comprising  
5 instructions causing a machine to:

charge the customer for at least one of a manufacture and a delivery of the merchandise item.

10 25. The article of claim 19, wherein the marketing screen comprises an executable program performed on a computer processor.

15 26. The article of claim 26, wherein the program comprises a game.

27. The article of claim 26, wherein the marketing screen comprises a displayed web-page, the responses and the selections being responses to regions on the web-page.